



Digital Account Manager

We are the behavioural planning agency.

At the top, where it should be:

At Total Media we are committed to diversity & inclusion and providing equal opportunities for everyone. We are dedicated to ensuring our processes are free from any form of discrimination or bias, right from the application process to life as part of the Total Media Team!

A bit about us

Total Media is a leading independent UK and international media agency that connects people to brands. Our media strategies are based on people's behaviours – understanding how audiences think, feel and act – so that we reach them contextually, during the moments that matter.

We work across the full spectrum of media planning and buying, with fantastic media teams dedicated to client servicing, broadcast, publishing, digital, data and content production.

The role

We are looking for an experienced digital display planner to own the day- to- day digital buying on BMW. Your primary client will be **BMW**, with support on additional smaller clients to be determined at a later date. This is a new client win for Total Media, so you will be able to come in from the start and help us onboard and grow this exciting new account.

On clients outside of BMW you will get hands on experience in programmatic trading & optimisation, however this is not essential pre-requisite knowledge.

What we're looking for

Our ideal candidate will have:

- 2+ years experience planning and activating display campaigns.
- Programmatic trading experience with DV360, The Trade Desk and Teads preferred.
- Strong communication & client management skills, and passionate about new technology within digital advertising.
- A demonstrated ability to develop and implement digital strategy.

Meet the hiring manager

Sean has been at Total Media for four years, heading up the programmatic team. Sean is passionate about growing and developing the programmatic capabilities at TM, and working closely with other teams in the agency to deliver integrated planning and the strongest possible results for clients.



SEAN GOLDING
Head of Display and
Programmatic

Key Responsibilities

Display Planning and Buying

- Delivering best in class display planning and execution, working with the central programmatic & biddable team to deliver holistic digital plans.
- Reporting into the Senior Digital Account Manager and with the support of an Account Executive, you will take briefs from strategy team and translate these into best practice digital media plans.
- Managing display campaigns from strategy, implementation and reporting and acting as the day to day lead from a Display perspective.
- Utilising digital planning tools to identify appropriate campaign solutions.
- Maintain and develop relationships with display media partners and 3rd party tech providers.
- Negotiating with digital providers to ensure maximum value is obtained for the client.
- Delivering innovative recommendations across media plans for all clients.
- Managing Account Executives and QA work delivered by them.
- Understanding of behavioural planning strategies and implementing behavioural concepts within digital media.
- Training of the wider team on latest developments within the industry and results experienced across clients.
- Having a basic understanding of all offline and online media activation disciplines.

Campaign Management

- Working with Account Executive to ensure effective campaign set up, optimisation and reporting.
- Daily usage of platforms such as Doubleclick, Google Analytics and understanding of DSPs.
- Working alongside digital providers to ensure optimum performance for clients.
- Understanding campaign stats and implementing learnings to help build future recommendations.
- Sharing best practice methods of activating and knowledge to the wider team.

Our Values

WE VALUE INDEPENDENCE & *Individuality*

The way we trade, how we work and the partners we work with means our clients stand out from the crowd and shine.



WE ARE **ADVENTUROUS**

Bring it on! We're bold with our decisions, we try new things and we push boundaries.



WE ACT WITH **INTEGRITY.**

We do the right thing – even when nobody is looking.



WE ARE **A TEAM.**

We enjoy what we do and have fun doing it together!



The benefits

Pension

Once you've been with us for 3 months you'll be enrolled into our pension scheme. We'll match your contributions up to 5%.

Private Medical Insurance, healthcare and life assurance

When you've passed your probation, you have the opportunity to use our private medical insurance, healthcare and life assurance schemes.

Referral scheme

Know a fantastic candidate for Total Media? We pay a bonus of £1,000 to any eligible member of staff who introduces an applicant who is employed as a result.

Interest free season ticket loan

Travel costs can be eye-wateringly expensive. We can provide you with a season ticket loan once you've passed probation.

Holiday entitlement

Your holiday entitlement will be set out in your contract, and once you've worked with us for over 12 months, you'll also get a day off for your birthday.

Charity/Volunteering entitlement

We think people who volunteer their time for charitable causes deserve a little recognition. We give staff a "charity day" off for charitable work.

Flexible/Remote working

We understand the importance of a good work/life balance, that's why we introduced flexible and remote working over a year prior to Covid lockdown

Childcare vouchers

Juggling work and your family can be challenging and we want to ensure we provide as much support as possible. This is why we are part of the Government's Childcare Voucher Scheme which helps parents and carers to pay for childcare.

The perks

- + Fantastic training programmes
- + Subsidised activities and trips from the agency's resident social club, The Fun Factory
- + A walking weekend away
- + Brilliant Summer and Christmas parties
- + Summer Friday's early finish
- + Drinks trolley Fridays
- + Wellbeing Wednesdays
- + Office fruit
- + Introductory bowling trip with our Chairman and CEO

Life at Total Media



Total Media employs over 120 people: here we are at one of our annual Christmas parties, which are always legendary.



Our CSO, Lucas Brown organises a walking trip every year which is always good fun!



Work hard, play hard. There are numerous opportunities to get involved in sporty pursuits.

The office



Our beautifully bright Head Office is situated in the heart of Soho. We also have offices in Manchester and Solihull